

"WITH THIS new pack", said Maurice Wiseman, from the depths of the advertising agency, St. Clair Associates, in which as a manufacturer he most unusually makes his headquarters, "we are going to upgrade and glamorize the image of disinfectants." He was describing Brobat's new p.v.c.-packaged disinfectant, poised for national launch this month on the £6m.-£7m. disinfectant market.

So excited does he claim to have been by preliminary results that he brought forward his national launch-time by two months. The special pull of the product is supposed to be the "cosmetic" appearance of the container, which, with its red, green and white label, weighs sufficiently less than glass for distributors to carry 50 per cent more, by contents weight, than in the past.

His disinfectant is part of an array of new products or packagings with which Wiseman hopes to reemerge from the comparative obscurity of his first year with Jeyes—in October, 1968, Jeyes took over, and put Three Hands under Brobat control. Since then the Brobat and Three Hands sales forces have been integrated, and the whole product range gone under review.

This winter, he plans to promote the range under the general slogan of "after the party is over", with the main weight coming right after Christmas, instead of in the traditional period after the New Year. "Research has shown", he says, "that there's more cleaning up after Christmas than in the alleged spring clean: our sales peak is in January. Hence that 'after the party' theme".

In cash terms, the promotion of Brobat's disinfectant, bleach washing-up liquid, and oven cleaner products this winter does not bulk all that large, at around £40,000-£50,000, considering the size of the competitor giants, but it is a new

Brobat—bringing glamour to disinfectant selling



Maurice Wiseman: new packages to upgrade and glamorise disinfectant

high for the Brobat end of Jeyes. There will amongst other things be a gift offer of a beauty pack with a new bathroom cleaner, real shillings back in an off-pack offer for the bleach, mailing shots, and trade press advertising.

The bathroom cleaner is another new product (on top of the disinfectant) scheduled for this winter. Appearing in the same shaped bottle as True Kind washing up liquid, and also in plastic, Brobat Bathroom Cleaner, a liquid, attempts to carry out some of Wiseman's strongly felt opinions about promotion. ("If the impulse to buy can be worked on as

efficiently as possible, then the advertising appropriation can be lower".)

The cleaner to which housewives are expected to take a shine ("practically all the multiples have accepted it already", says the ever-ebullient Wiseman) is going for a tough market. Wiseman reckons it as worth £3m., but apart from Lever Brothers' own liquid bathroom cleaner Jif, test-marketed for the past year, and similar test-marketings on and off for years by other manufacturers, the real housewife addiction is to the "scourers", principally

Lever's Vim, and Colgate-Palmolive's Ajax, the brand-leaders of a £7m. market.

Promotion takes place before as well as after Christmas, in line with Wiseman's belief that ultimately (poor housewife) there will be no closed season for household cleaning goods. Immediately after Christmas, one of his plans includes the genuine breakthrough of "Brobat Beauties"—girls in bathrobes, demonstrating inside supermarkets the Jeyes-Brobat range. "We like", says Wiseman, "to spread a little glamour around."

ON THE MOVE

● Fisons Pharmaceuticals has transferred £300,000 worth of Vitapointe hair products advertising to Benton and Bowles. The account moves from Wasey Pritchard Wood and Quadrant, the new agency formed through the merger of two Interpublic companies—Erwin Wasey and Pritchard Wood—on January 1. Previously, Vitapointe was handled by Erwin Wasey which took it over from the American agency Jack Tinker and Partners last year.

At the same time, Benton and Bowles relinquishes a much less glamorous account, the Irish Pigs and Bacon Commission, after over five years. Townsend Griffin, Benton and Bowles' chairman and managing director, said yesterday: "The two companies have the highest possible regard for each other, but it just did not make economic sense on either side for Benton and Bowles to continue handling the account".

The Irish Pigs and Bacon Commission account, which spends less than £60,000 a year, moves to Hobson Bates.

● FINDUS, the Nestle-controlled frozen food company which merged with Propax Eskimo Frood eighteen months ago, has appointed Underline, a year-old sales promotion consultancy as part of a bid to capture a larger share of the £150m. frozen food market. Media advertising will continue to be handled by J. Walter Thompson.

Since the merger, Findus, which claims a 21 per cent stake in the market, has been engaged in the operation of phasing out Eskimo and Frood brands.

In the past Findus's sales promotion activities have concentrated on "money off" offers and premiums. Now it says it is looking for "fundamentally new and energetic ideas" from Underline.

● TRAVEL AGENTS are reacting strongly to the Mirror group's holiday promotions link with Clark-

Brobat-bringing glamour to disinfectant selling.

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